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ATLANTA

You're about to hear a lot more about Atlanta. There's an imaginative new "Forward Atlanta" program here designed to tell the world about the city's great future. Spearheaded by dynamic leadership and guided by a thoughtful appraisal of opportunities, this is a development you'll want to follow closely.

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THE INTERNATIONAL GUIDE TO INDUSTRIAL PLANNING AND EXPANSION
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Preliminary Report

OCCUPATIONAL WAGE SURVEY

Atlanta, Ga.

May 1962

UNITED STATES DEPARTMENT OF LABOR
Arthur J. Goldberg, Secretary

BUREAU OF LABOR STATISTICS
Southern Regional Office
1371 Peachtree Street N. E.
Atlanta 9, Ga.

This report presents preliminary results of a May 1962 survey of wages and related benefits conducted by the Bureau of Labor Statistics in the Atlanta Standard Metropolitan Statistical Area, which consists of Clayton, Cobb, DeKalb, Fulton, and Gwinnett Counties, Ga. The survey was limited to establishments with 50 or more employees in the following industry divisions: Manufacturing; transportation, communication, and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Preliminary computations indicate that office clerical salaries have increased 3.1 percent since the Bureau's May 1961 survey in Atlanta. Average earnings for skilled maintenance workers have increased 4.1 percent and for unskilled plant workers, 6.4 percent. Although general wage changes are believed to have been primarily responsible for the movement in earnings, other factors, such as labor turnover and changes in employment among establishments with different pay levels may also have contributed to or limited the amount of the estimated increases.

The attached tables show preliminary earnings information covering selected plant and office occupations common to a variety of manufacturing and nonmanufacturing industries. Data were collected from 225 firms employing about 110,000 workers. The companies studied were selected to represent 834 establishments with approximately 181,000 employees in the area. Occupational classification was based on a uniform set of job descriptions designed to take account of interestablishment variation in duties within the same job. The job descriptions are available upon request. They will be included in the appendixes to the final bulletin.

Secretaries, numerically the most important office job studied, received an average weekly salary of $89.50. Salaries of the middle 50 percent of workers in this job ranged from $77 to $101.50. Some spread in the rates paid to workers in the same job is accounted for by interindustry differences in pay but job rate variation is also typical among establishments within the same industry and even among workers in the same establishment.

In other office occupations, women employed as senior stenographers averaged $89.50 a week; Comptometer operators $74; general stenographers $72; accounting clerks (class B) $70; and copy typists (class B) $57.50.

ATLANTA
September 1962

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Atlanta's leadership as a center of higher education is an economic and cultural asset of major proportion. The nineteen degree-granting colleges and universities in the Metropolitan Atlanta area offer students an almost unlimited choice of courses of study in a wide variety of types and sizes of institutions. They further provide business and industry with a large and continuing supply of well qualified graduates and offer educational opportunities for employed individuals, research and training services for business and industry, not to mention the obvious cultural advantages for the entire community.

EDUCATION in ATLANTA

By Jerry L. Lewis

WAYNE WILSON - ATLANTA

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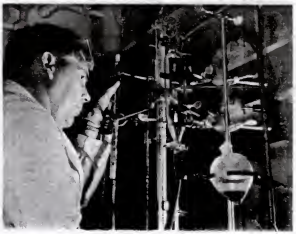

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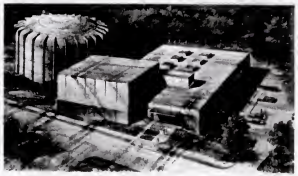

THE OUTLOOK FOR RESEARCH AND DEVELOPMENT IN METROPOLITAN ATLANTA

ATLANTA REGION METROPOLITAN PLANNING COMMISSION

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What makes Atlanta run?

#5

CITADELS OF SOUTHERN PROGRESS REACH HIGH INTO ATLANTA'S SKY

EXPRESSWAY SYSTEM MAKES HEALTHY GROWTH POSSIBLE FOR ATLANTA

Zoom Town, U.S.A., has audacious plans, eyes river development as key to even greater future

BY TOM SELLERS

The truth about Atlanta is so incredible that her one-million inhabitants will believe almost any wild story. Many, for example, will tell you without batting an eyelash that Atlanta is destined to become the world's largest city by the year 2000. "Lloyd's of London made that prediction!" they explain proudly.

Recently, somebody wrote Lloyd's a letter wanting to know if the prediction were fact or fancy. The British firm, in its reply, was quite polite, but it gave Atlanta to understand that Lloyd's was in the insurance business; that it had no prophets on its staff, and that the story was not correct.

But audacity has forever been a hallmark of Atlanta's leaders. A dynamic lot, they have been doing the impossible for well over a century. The city, when it was founded, had little reason to foresee the greatness of the present day. It had few of the obvious advantages that had given older communities such as Columbus, Savannah and Augusta their head start. It wasn't located on the ocean or even a navigable river. There were no vast deposits of iron ore, coal and limestone nearby that would have made of Atlanta another Pittsburgh or Birmingham.

'Altitude, Attitude'

The biggest thing Atlanta had going for her was her railroad. She was built at the southern end of the line, and her first name, in fact, was Terminus. Later she became Marthasville, and in 1847 the town was incorporated as Atlanta. Today it's hard to believe that Columbus had become a city almost 20 years before, and Savannah already was growing droopy with age.

Atlanta could almost be called a state of mind. One of her leading businessmen, Ivan Allen Sr., father of the present mayor, wrote a book explaining the city's growth; he entitled it "Altitude and Attitude." One day recently I visited the Atlanta Chamber of Commerce, located audaciously enough on the 13th floor of the Commerce Building, and heard more on this subject from a driving young man named Paul W. Miller, manager of the Chamber's industrial bureau.

"We're 1,050 feet above sea level," he said, "and this makes us the highest metropolitan center east of Denver. Instead of the long, hot, humid summers which are typical of the South, Atlanta's average summer temperature is about 70 degrees. This is one of the things that gives the city its tremendous vigor. Also, we're right at the base of the piedmont section; we're sitting in a natural location to be the hub of transportation and manufacturing for the Southeast."

Hustling spirit

In contrast to the grits-and-magnolia outlook of other Georgia cities, Atlanta draws its character from the hill country. Its people walk faster, talk louder and play harder then the flatlanders. The blood of its aristocracy is flavored with energetic strains. A recent Fortune Magazine survey revealed that among Atlanta's 46 Big Mules, over five-eighths of their grandfathers were born either in the North or in Europe. Of these ancestors who had been Southerners, only a dozen came from Georgia or elsewhere in the Deep South.

Even fast-talking Yankees are astounded by the bustling spirit of Atlanta. A writer for Printer's Ink magazine came to the Georgia capital last winter to gather material for a story; his colleagues in New York had launched him with an admonition against mixing mint juleps and pretty Southern belles, and they teased him about coming down to loll around in the sun. The writer, Bob Brown, half expected to see old hound dogs at the Biltmore Hotel. Needless to say, he found the image a bit distorted.

'A dead run'

In the first place, it was pouring rain and freezing cold, and he didn't spot the sun again until he flew over North Carolina on the way home. He ordered a mint julep and didn't like it. ("Sitting on a bar stool in a very dark room sort of destroys the whole bit.")

He did see a lot of pretty Southern belles, but even if he'd been interested he had no time for them; Atlanta businessmen saw to that. ("You don't walk down Peachtree with these people. You make it on a dead run. I made eight blocks in two minutes and still came in a lousy

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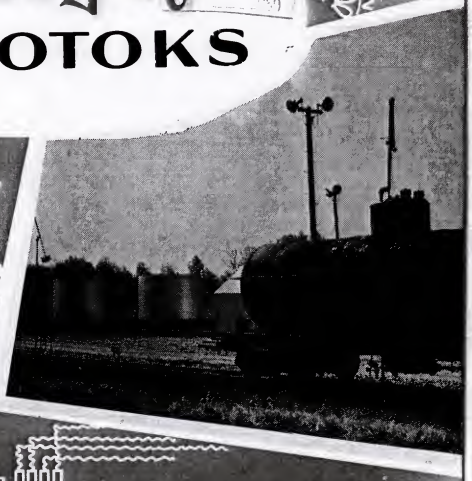

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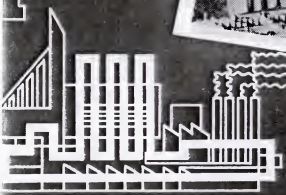

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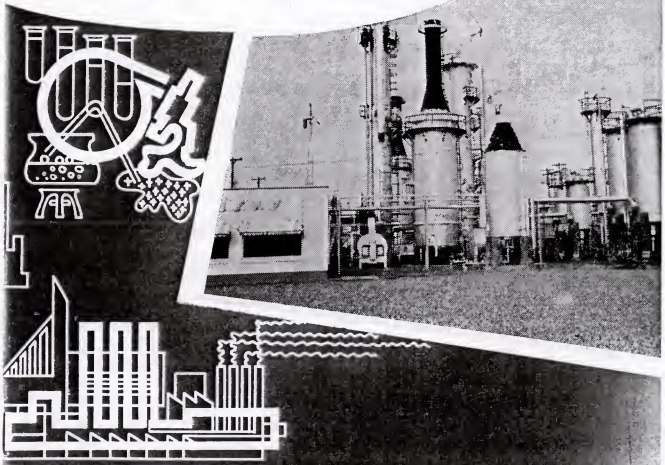

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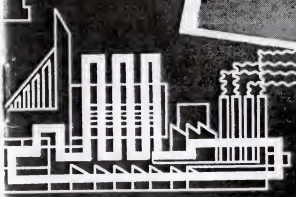

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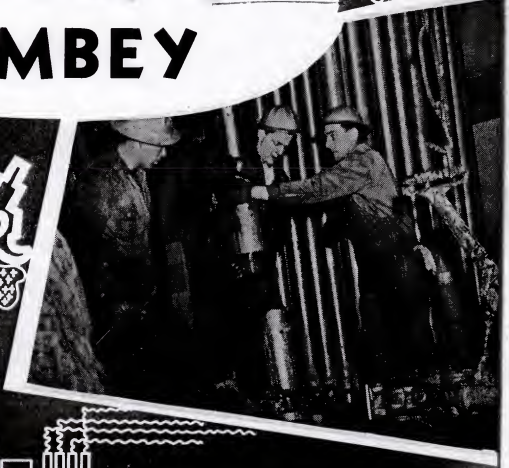

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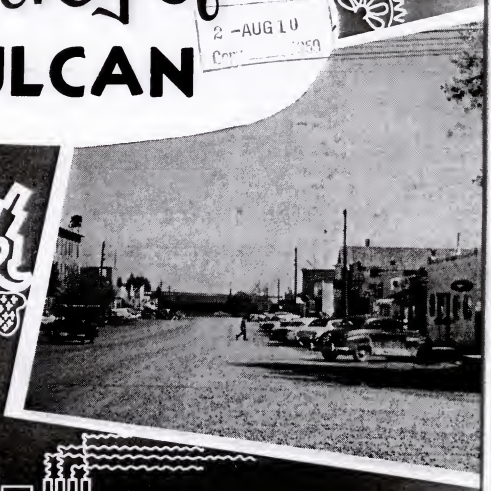

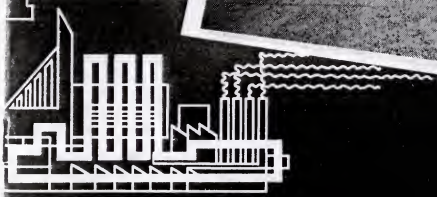

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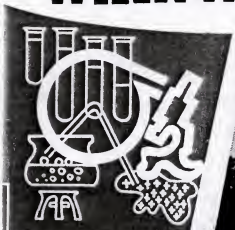

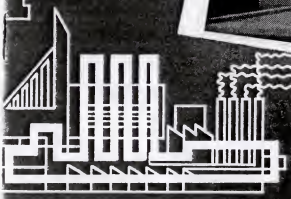

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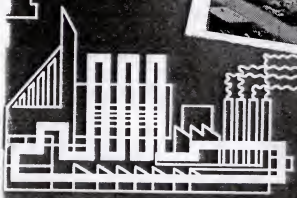

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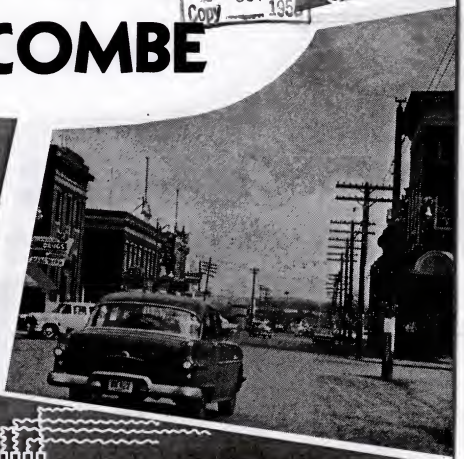

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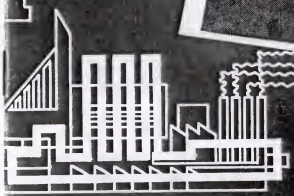

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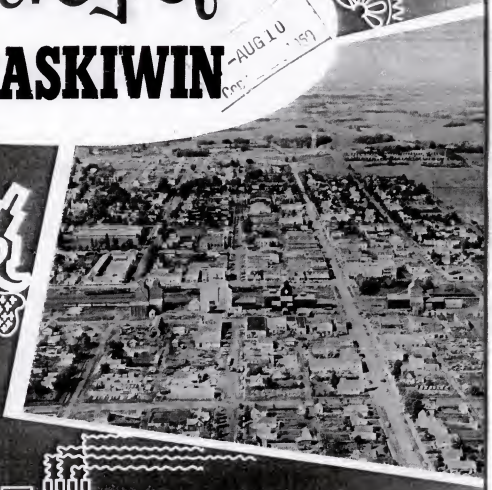

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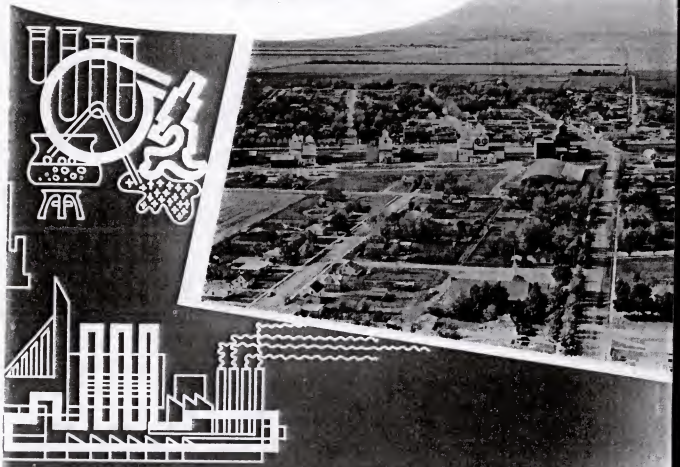

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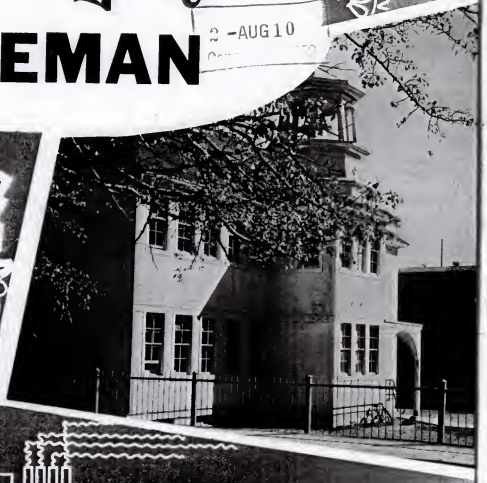

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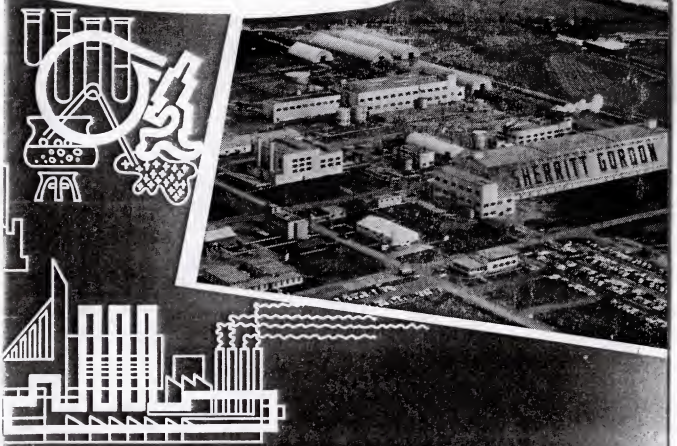

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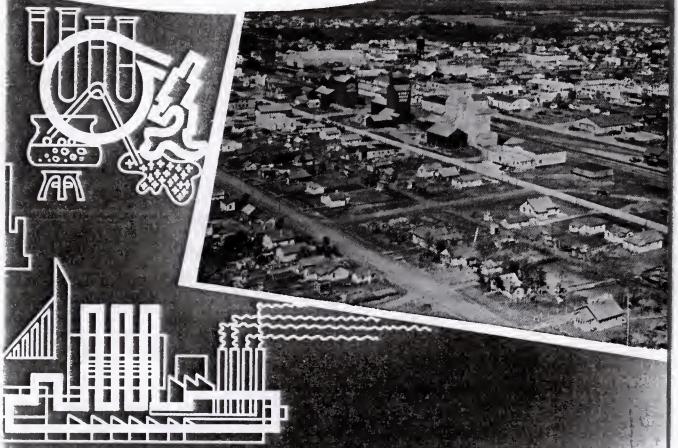

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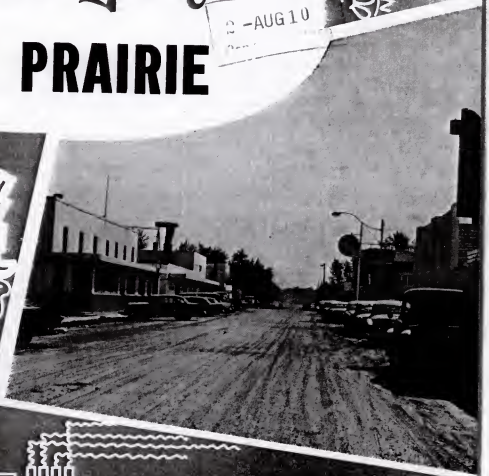

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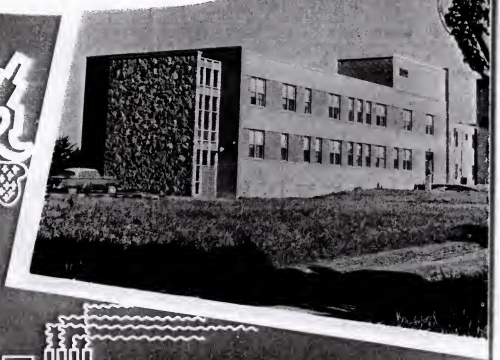

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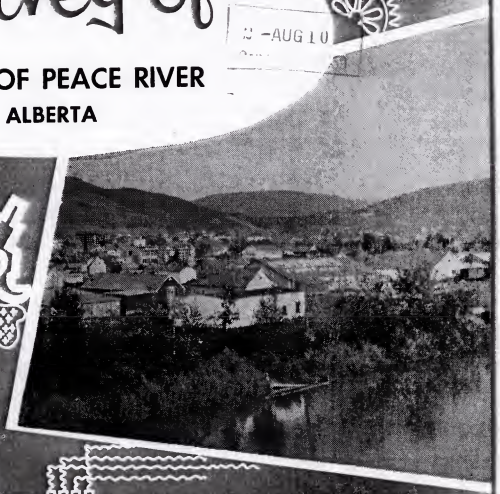
Survey of

2 -AUG 10

TOWN OF PEACE RIVER
ALBERTA



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Survey of PONOKA

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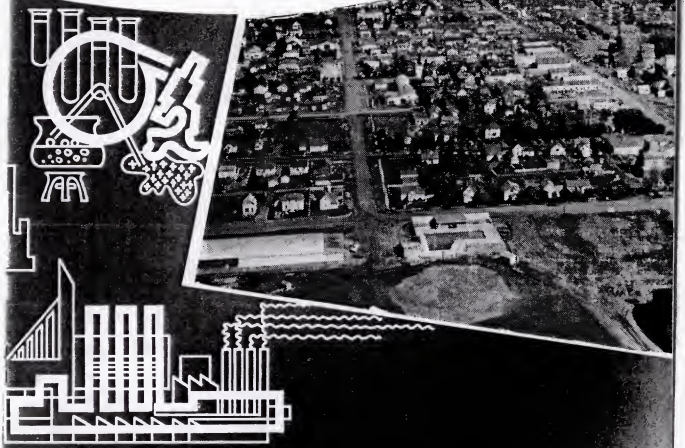

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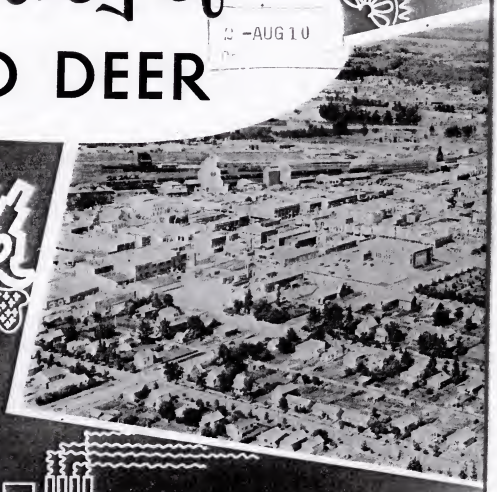

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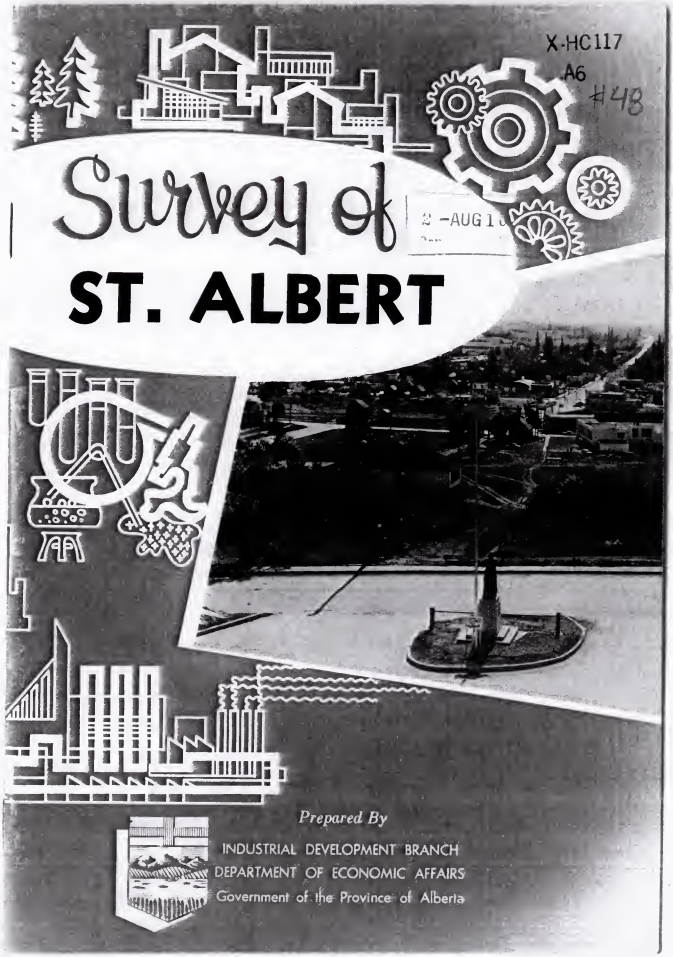
Survey of ST. ALBERT



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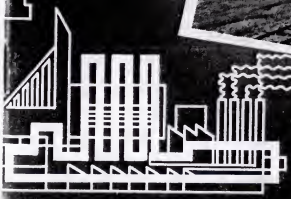

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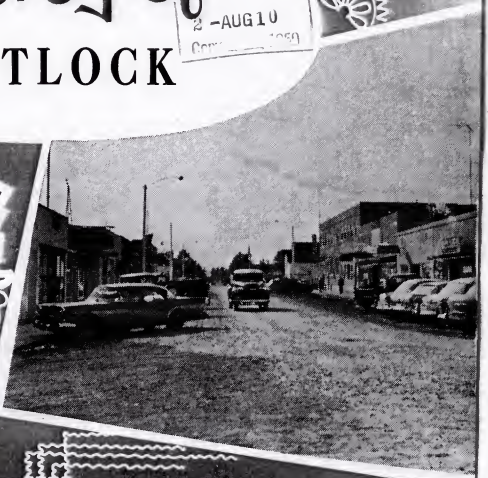

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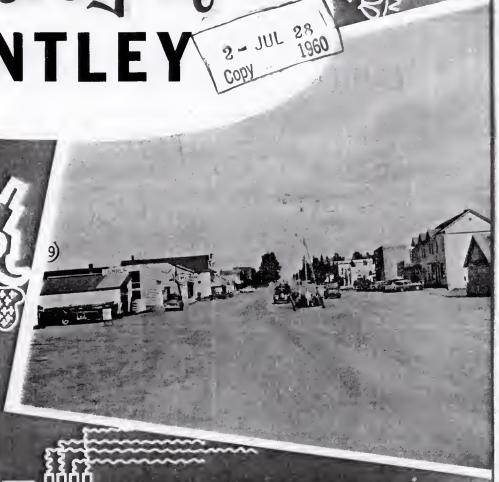

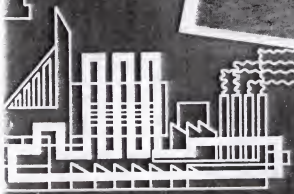

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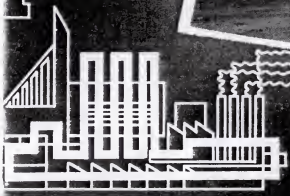

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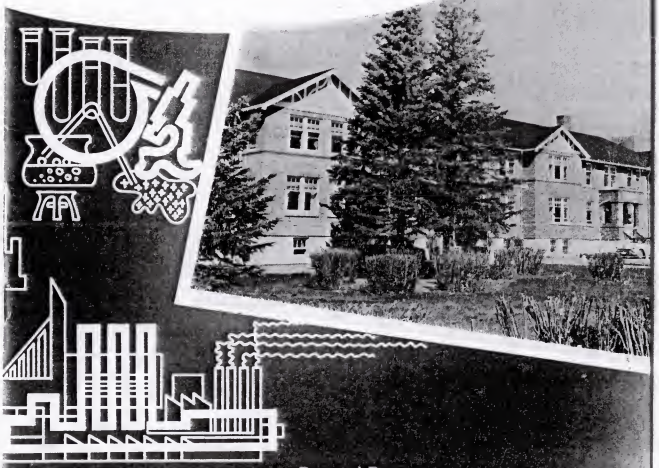

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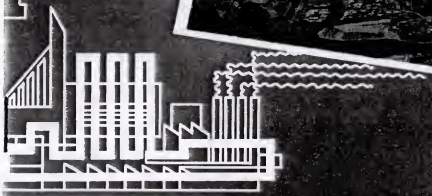

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